

# EYEPOPPER

## DIGITAL



### About Sportskool

Sportskool is a multi-platform provider of sports lifestyle and entertainment programming for today's active families. Learn from the biggest names in sports how to perform better, score, execute better tricks, and to stay in shape with fitness and yoga.

### Where is Sportskool available?

Digital Platforms:

- YouTube
- Roku
- Amazon.com
- YogaSessions.tv

Cable: Video on demand is available to 36M households:

- Comcast
- Time Warner Cable
- Cablevision
- Verizon FiOS

### Target Audience

- Males & Females 16-35
- Popular with Active Families

### Immediate Opportunities

Pre-roll and post-roll video opportunities exist on YouTube, Roku, Sportskool.com, and the Cable on-demand channels

### Integrated Opportunities

Custom integrated sponsorship opportunities include:

- Branded show opens
- Animated lower thirds
- Custom web integration
- Product integration within the video content
- On-screen signage (both graphic and on-location)

### Sports Instruction Content

Baseball ♦ Basketball ♦ BMX ♦ Endurance ♦ Fishing ♦ Fitness ♦ Football ♦ Golf ♦ Hockey ♦ Lacrosse ♦ Skateboarding ♦ Skiing ♦ Snowboarding ♦ Soccer ♦ Softball ♦ Streetball ♦ Tennis ♦ Volleyball

## STRATEGIC PARTNERSHIP OPPORTUNITIES

We will actively work with you to develop the appropriate Advertising program to meet your goals.

Please contact Sales at: [Sales@EyePopperDigital.com](mailto:Sales@EyePopperDigital.com)

[WWW.EYEPOPPERDIGITAL.COM](http://WWW.EYEPOPPERDIGITAL.COM)